

Section 2: Tobacco Prevention Policy Strategies

TOBACCO PREVENTION POLICY STRATEGIES

Policies that restrict tobacco use on campus are a key component of comprehensive plans and contribute to the overall effectiveness of efforts to prevent tobacco use. National agencies provide a wealth of information about the assessment, development, implementation and surveillance of tobacco-free policies. The agencies include the American Lung Association, the American Cancer Society and the Tobacco Technical Assistance Consortium from Emory University. In addition, many post-secondary institutions throughout the nation have led the way with implementing tobacco-free policies. This section of the Toolkit aims to summarize the resources available and provide examples for use in college campus settings. There are four specific models included in this section for you to consider based on your campus needs and resources.

The American Lung Association recommends the following policies to all colleges and universities (1):

- All college and university campuses should completely prohibit tobacco use, including all indoor and outdoor facilities, private offices, residence halls and dormitories. Tobacco use in outdoor areas should be prohibited to reduce the social acceptability of tobacco use and encourage quitting. This should include building entrances, stadiums, other public spaces and buses, vans or other campus vehicles.
- Colleges and universities should prohibit the sale or advertising of tobacco products on campus or in college-controlled publications, properties, events, or environments, including free distribution of tobacco products.
- Colleges and universities should refuse to accept funding, including research and sponsorship funding, from the tobacco industry.

- Colleges and universities should offer and promote comprehensive, evidence-based cessation therapies for all forms of tobacco to all students, faculty and staff.
- Colleges and universities should adopt and enforce strong policies to aid in prevention, cessation, and elimination of tobacco use. These policies should be based on the current evidence and understanding of effectiveness and should be reviewed to ensure that they remain current.
- Colleges and universities should educate students and faculty about the harmful effects of using tobacco products, about the resources available for cessation, and about campus policies.
- Colleges and universities should promote and fund additional research to design and implement smoking and tobacco use cessation interventions that specifically target college students.
- State legislatures should prohibit tobacco use in college and university facilities including offices, stadiums, residence halls and dormitories.

The American Cancer Society offers a variety of online tools and materials for public use. This includes a manual for going smoke-free, fact sheets, and sample policies. For the past several years, the American Cancer Society has engaged in a number of collaborative efforts with government agencies, nonprofit organizations, and private enterprises to reduce and eliminate tobacco use, especially in public places (2). Responding to data showing a significant increase in college-age smoking over the past decade, the Society is focusing its efforts on institutions of higher education throughout the New England region. The Smoke-Free New England Campus Initiative is a multifaceted, comprehensive

program that utilizes a proven, seven-step approach for reducing or eliminating smoking among defined communities (2).

Seven-Step Policy Plan (2)

1. Prohibit smoking within all university-affiliated buildings (including residence halls, administrative facilities, classrooms, and fraternities and sororities) and at all university sponsored events—both indoor and outdoor. Classrooms, dorm rooms, offices, living rooms, etc. should all be explicitly stated. Smoke-Free campuses are becoming more popular as students and parents become increasingly aware of the dangers of involuntary exposure to tobacco smoke and the increased risk of fire in settings where smoking is permitted.
2. Prohibit the sale of tobacco products on campus. The availability of tobacco products in campus stores serves only to reinforce the notion that smoking is socially normative, sanctioned adult behavior. This policy also eliminates students' ability to use "points" or other campus monetary credits to buy tobacco products.
3. Prohibit the free distribution of tobacco products on campus, including fraternities and sororities. Tobacco companies are attempting to lure would-be smokers by providing free "samples" of tobacco products at functions sponsored by college social groups such as fraternities and sororities, as well as at nearby clubs and bars. These giveaways are especially prevalent in settings where alcohol is being used

because smoking experimentation is more likely when one's judgment is impaired.

4. Prohibit tobacco advertisements in college-run publications. Encourage the editorial board to follow the lead of newspapers such as The New York Times, which has ceased advertising tobacco products. Even better, encourage a ban on accepting any tobacco industry advertising (such as the feel-good Phillip Morris ads).
5. Provide free, accessible tobacco treatment on campus—and advertise it. Encourage students and staff who smoke to get help quitting, and make it easy for them to access free services. If existing services aren't being used, conduct research to find out why. Then adapt the program accordingly. Include tobacco treatment in college health plans as a covered benefit.
6. Prohibit campus organizations from accepting money from tobacco companies. For example, do not allow organizations receiving money from the university to hold parties sponsored by tobacco companies at which they give out free samples and gear.
7. Prohibit the university from holding stock in or accepting donations from the tobacco industry. Divest all institutional stock holdings in tobacco

South Dakota post secondary campuses are encouraged to refer students and staff to evidence-based cessation programs, such as the South Dakota QuitLine. Department of Health grant funds may not be used to provide direct service.

companies. Educational institutions should prohibit the practice of profiting from investments in tobacco companies as those investments are directly tied to the intentional addiction of individuals, ultimately leading to premature illness and death for many consumers. In addition, colleges and universities should enact policies prohibiting the acceptance of any donations or grants from the tobacco industry; whether the money is intended for research, funding or other university-sponsored programs.

In addition to the national agencies that provide resources for tobacco prevention policies, there are also state and local experts. The Tobacco Technical Assistance Consortium from Emory University and the California Youth Advocacy Network provide great resources. The Tobacco Technical Assistance Consortium (TTAC) offers five key steps to taking action to implement a tobacco prevention policy or program (3).

Five Key Steps to Taking Action (3)

1. Conduct a Problem Analysis

Conducting a problem analysis is the first critical step in addressing tobacco use on your campus. The goal of problem analysis—also called needs assessment, environmental scanning, or formative research—is to learn as much as possible about tobacco use, perceptions, and programs and policies on your campus in order to develop effective prevention strategies that match the needs of your school. Taking a comprehensive look at tobacco use and prevention on your campus will help you to identify needs, wants, allies, resources, and barriers.

2. Set Goals and Objectives

Once you have conducted a thorough problem analysis, the next step is to set your campus tobacco prevention goals and objectives. There are often many possible choices. For this reason it is advisable to get input from others on campus, either informally or as part of a working group, as you complete the goal- and objective-setting process.

3. Select Strategies

The third key step to addressing tobacco use on your campus is to select strategies for accomplishing your goals and objectives and develop a detailed plan of action. Consult the research literature to identify promising science-based prevention strategies that will meet your needs.

4. Implement Change

The next key step is implementation, the process of putting a new policy or program into effect. With a well thought-out plan, the implementation phase should consist of completing the tasks and actions you have outlined.

5. Evaluate Efforts

Evaluation is the process of collecting, analyzing, and interpreting information to find out if your program or policy worked as intended. In addition, evaluation will enable you to identify problems and make needed changes to improve the effectiveness of your program or policy.

The California Youth Advocacy Network (CYAN) is dedicated to providing advocacy, program development, and change for the youth and

adults of California. CYAN provides many resources online and in print. Through their work, the CYAN promotes the comprehensive approach to prevent and reduce tobacco use. CYAN often refers to this as institutionalization of tobacco issues into the culture and norms of the campus (4).

In the *College Advocacy Guide: Campaign Organizing on Campus*, the CYAN outlines the three main steps to installing tobacco prevention policies on campus (4). The steps are policy development, implementation, and enforcement. In combination, these three steps can lead to a successful tobacco prevention policy. Policy efforts focusing solely on development fail to ensure the effectiveness of a policy (4). Without successful implementation of a policy, the policy may be just another policy few know about on campus (4). This section of the Toolkit describes the three steps of tobacco prevention policies. Case study examples are included from the Tobacco Technical Assistance Consortium (TTAC) to display effective efforts in this area.

Policy Development

The first main step to implementing tobacco prevention policies on campus is policy development (4). The history of policy efforts on college campuses may play a role in future policy efforts. Initial policies had two objectives: 1) reduce student tobacco use and 2) decrease secondhand smoke exposure on campus (4). After years of policy implementation, campus professionals recognized other tobacco problems on campus. Policies then began to focus on other topics including prevention of tobacco sales, industry advertising and marketing, and sponsorship by tobacco companies (4).

Four Types of Tobacco Prevention Policies (4)

1. Administrative

Administrative policies are established or defined by the operating authority of the college or the college/university system-wide governance. These policies provide local or system-wide guidance, procedures, and requirements. Administrative policies are based on internal mandates, laws, and regulations.

2. Voluntary

Voluntary policies can be created and adopted by a person, business, or organization. The policy can only be enforced by those who control the place affected by the policy.

3. Legislative

Legislative policy is developed by a combination of publicly elected legislators, government administrative staff, and independent, external individuals or groups. Legislators introduce, debate, and enact legislation which is then approved or vetoed by an executive leader such as a mayor, governor, or the president.

4. Regulatory

Regulatory policies are carried out by the executive branch (e.g., the governor's office) and independent administrative agencies of the government. These policies are developed to carry out broad legislative mandates.

The development of a policy is two parts—a policy proposal and a policy plan (4). The proposal is the policy you are asking the campus to adopt. A policy proposal will include a policy recommendation, language recommendation, and justification

for the proposed policy. A policy plan includes the plan for the adoption of the policy, the implementation of the policy, and enforcement of the policy (4).

Bowdoin College

The TTAC provides a beneficial case study example of a college campus that made “buffer” zones around all building entrances (3). Bowdoin College is located in Brunswick, Maine and has 1,650 students. In September 2002, Bowdoin College instituted new tobacco policies that made all residence halls smoke-free and expanded comprehensive cessation services to all students, faculty, and staff.

A survey found that the percentage of students who smoke increased from 3% to 10% between freshman year and graduation. This plus an awareness of tobacco prevention efforts at other Maine campuses, and state-initiated smoking bans sparked an initiative by Bowdoin Health Services for tobacco policy change. Critical student and administrative committees supported the proposed policy changes. President Barry Mills took a leadership role. He announced the new tobacco policy in a letter to the Bowdoin community.

The changes have been widely praised by current and prospective students, parents, faculty, and staff. Institutional support for a smoke-free environment has empowered students to regulate policies through peer-enforcement. President Mills’ leadership on tobacco issues serves as a model for other colleges. Bowdoin stays abreast of regional campus tobacco issues through involvement in Maine’s Tobacco-Free College Network, a group that advocates smoke-free policies and programs on college campuses throughout Maine.

Policy Implementation

Implementation simply means the carrying out of a policy (4). Implementation of a new smoke-free or tobacco-free policy is essential to ensure the success of the policy. Implementation activities include educating the campus community on the policy, updating applicable signage, and revising policy language in campus written materials and websites. A key to successful implementation is education. If the campus community is educated on the policy, they are much more likely to comply with the policy (4).

Policy implementation can take several months up to a couple of years (4). The length of the implementation often depends on when a policy is adopted. A comprehensive plan for implementing a new tobacco-free policy should be part of the policy development plan mentioned above (4).

Policy Enforcement

Depending on the success of the policy implementation, enforcement may not be necessary (4). The goal of any policy is to change the environment through education. However, some enforcement may be needed after the policy has been implemented (4). It is important to include the group of individuals and organizations involved with enforcement with the development of the policy to determine the most effective and realistic plan for enforcement (4).

SAMPLE TOBACCO-FREE POLICY

Mount Marty College

The South Dakota Department of Health Tobacco Control Program provides an example of a college campus with a tobacco-free environment policy. Mount Marty College is located in Yankton, South Dakota and has an enrollment of over 1,100 students. The Tobacco-Free Environment Policy is detailed in the Student Handbook as follows (5).

Tobacco-Free Environment Policy

In order to protect the health, safety and comfort of college students, employees and visitors, it is the policy of Mount Marty College to prohibit smoking or use of smokeless tobacco products in facilities and on grounds owned and occupied or leased and occupied by the college. No sale or give away or other promotion of tobacco products is allowed on campus.

Mount Marty College and/or any recognized student organization will not allow distribution of materials with tobacco products and/or company images. In addition, Mount Marty College supports educational programs to provide smoking cessation and prevention to our students, employees and other academic appointees. This policy supersedes all other tobacco/smoking policies at Mount Marty College.

Tobacco Free Areas

- All buildings owned, occupied and/or leased by Mount Marty College.
- All college-owned or leased vehicles.
- All events held in non-Mount Marty College venues are governed by the tobacco policy of that facility/venue.

The Mount Marty College Tobacco-Free Environment Policy shall be included in the: student, staff and faculty handbooks, new employee and student orientation programs, in admissions applications materials and other campus documents where appropriate. Mount Marty College will provide information about tobacco cessation and prevention. Discipline will follow standard college code of conduct procedures.

Sanctions will include but are not limited to verbal and/or written warnings, fines and community service. Student violations will be handled by the Vice President for Student Affairs. Faculty and staff violations will be handled by the appropriate Vice President.

University of New Hampshire

The TTAC provides a successful case study example of a college campus that made campus public buildings smoke-free (3). The University of New Hampshire is located in Durham, New Hampshire and has an enrollment of 12,800 students (10,800 undergraduate). In 2002, the University of New Hampshire (UNH) issued a comprehensive tobacco policy statement. The policies included a ban on smoking in and within 20 feet of all campus buildings, a ban on tobacco advertising in UNH publications and on campus property, a ban on all campus tobacco sales, and increased availability to smoking cessation services.

Several tobacco policies, including smoke-free residence halls (effective 2000), were already in place at UNH when national policy recommendations, public health concerns, state restrictions on tobacco use, and increasing complaints and concern from campus constituents spurred the President to call for a committee to draft the comprehensive tobacco policy statement. The committee considered expert opinion, input from public forums, Student Senate, and Faculty Senate as well as the policies of other colleges and workplaces when drafting the policy statement. The statement underwent 17 revisions in 18 months and was signed by the President on July 1, 2002.

There has been minimal resistance to the policy and few compliance problems. Reduction of exposure to second-hand smoke at building entrances has been praised and requests for cessation information has increased. UNH continues to fine tune services, with special attention on improving the efficacy of cessation programs. A social norms marketing campaign that focuses on tobacco will continue. Behavior changes will be tracked through health surveys.

References

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